1	POTTER	1	POTTER
2	environments, but residential settings would	2	which are part of Exhibit 4?
3	be the main target.	3	A. I keep daily time sheets in
	2		·
4	Q. There was an October 25, 2017	4	constructing this, the invoices and
5	e-mail from Jen Hostetler to you that was	5	handwritten notes of amount of time spent
6	redacted. Do you know why it was redacted?	6	talking on the phone with counsel, amount of
7	A. No. I know who Jen Hostetler	7	time reviewing documents and then I summarize
8	well, she's I believe an i2L employee that	8	all that and I put it into this, but I don't
9	works off site in Florida, but I do not.	9	keep those handwritten daily records.
10	(Exhibit 4, Documents, marked	10	Q. Those are thrown away?
11	for Identification.)	11	A. Correct.
12	Q. Let me show you what we marked	12	Q. If you look at the first
13	as Exhibit number 4. Exhibit 4 is a group	13	invoice I have in Exhibit 4 it's dated August
14	exhibit. The first page of it is the fee	14	17, 2017, do you see that?
<b>1</b> 5	structure agreement between Bursor & Fisher	15	A. Yes.
16	and yourself and then there are invoices, I	16	Q. I take it that whatever work is
17	believe your invoices for the work you have	17	done within this invoice was done prior to
18	done in this case; is that correct?	18	August 17, 2017, correct?
19	A. Correct.	19	A. Correct.
20	Q. The first page of Exhibit 4	20	Q. I note there are some dates
21	it's at least dated signed by Mr. Kopel on	21	with respect to telephone conversations where
22	November 7, 2016, do you see that?	22	you have dates on there, right?
23	A. Correct.	23	A. Excuse me, I'm just looking at
24		24	the notation here of under consultation;
		25	· ·
25	you believe you were first contacted	23	further analysis, compilation and mailing of
	137		139
1	POTTER	1	PATTER
1	POTTER concerning this case?	1 2	POTTER scientific literature so there may have been
2	concerning this case?	2	scientific literature so there may have been
<b>2</b> 3	concerning this case?  A. Seems about right.	2	scientific literature so there may have been an invoice prior to this if these are in time
2 3 4	concerning this case?  A. Seems about right.  Q. Is this first page this is	2 3 4	scientific literature so there may have been an invoice prior to this if these are in time sequence.
2 3 4 5	concerning this case?  A. Seems about right.  Q. Is this first page this is your fee structure agreement, correct?	2 3 4 <b>5</b>	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.
2 3 4 5 6	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct.	2 3 4 <b>5</b> 6	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if
2 3 4 5 6 7	concerning this case?  A. Seems about right.  Q. Is this first page this is your fee structure agreement, correct?  A. Correct.  Q. So you would have provided this	2 3 4 <b>5</b> 6 7	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.
2 3 4 5 6 7 8	concerning this case?  A. Seems about right. Q. Is this first page this is your fee structure agreement, correct?  A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct?	2 3 4 5 6 7 8	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior
2 3 4 5 6 7 8	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to	2 3 4 5 6 7 8 9	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first
2 3 4 5 6 7 8 9	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a	2 3 4 5 6 7 8 9	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your
2 3 4 5 6 7 8 9 10 11	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain	2 3 4 5 6 7 8 9 10 11	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice
2 3 4 5 6 7 8 9	A. Seems about right. Q. Is this first page — this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it.	2 3 4 5 6 7 8 9	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice;
2 3 4 5 6 7 8 9 10 11	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the	2 3 4 5 6 7 8 9 10 11	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice
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2 3 4 5 6 7 8 9 10 11 12 13	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the	2 3 4 5 6 7 8 9 10 11 12 13	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?
2 3 4 5 6 7 8 9 10 11 12 13 14	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four	2 3 4 5 6 7 8 9 10 11 12 13 14	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.
2 3 4 5 6 7 8 9 10 11 12 13 14 15	A. Seems about right. Q. Is this first page — this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct?	2 3 4 5 6 7 8 9 10 11 12 13 14 15	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct? A. Correct. Q. Are there any other invoices	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this exhibit is dated October 8, 2017, do you see that?
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	A. Seems about right. Q. Is this first page — this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct? A. Correct. Q. Are there any other invoices you submitted as of today other than the four invoices that make up part of Exhibit 4? A. I believe I submitted an invoice associated with the writing of the	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this exhibit is dated October 8, 2017, do you see that?  A. Yes.  Q. I'm assuming and am I correct then that the work that's shown in this invoice would have been done by you after
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	A. Seems about right. Q. Is this first page — this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct? A. Correct. Q. Are there any other invoices you submitted as of today other than the four invoices that make up part of Exhibit 4? A. I believe I submitted an	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this exhibit is dated October 8, 2017, do you see that?  A. Yes.  Q. I'm assuming and am I correct then that the work that's shown in this
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	A. Seems about right. Q. Is this first page — this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct? A. Correct. Q. Are there any other invoices you submitted as of today other than the four invoices that make up part of Exhibit 4? A. I believe I submitted an invoice associated with the writing of the rebuttal report I don't know in the last week or so.	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this exhibit is dated October 8, 2017, do you see that?  A. Yes.  Q. I'm assuming and am I correct then that the work that's shown in this invoice would have been done by you after August 17, 2017 up to October 8, 2017, correct?
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	A. Seems about right. Q. Is this first page this is your fee structure agreement, correct? A. Correct. Q. So you would have provided this to Mr. Kopel to sign, correct? A. Correct, yeah, I e-mailed it to him and at some point I assume it took him a while to decide whether they wanted to retain me, but that's the date they signed it. Q. I just want to go over the invoices. I have as part of Exhibit 4 four invoices for your work in this case, correct? A. Correct. Q. Are there any other invoices you submitted as of today other than the four invoices that make up part of Exhibit 4? A. I believe I submitted an invoice associated with the writing of the rebuttal report I don't know in the last week	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	scientific literature so there may have been an invoice prior to this if these are in time sequence.  Q. Okay.  A. That's typically what I say if I'm continuing on a project.  Q. So if there was a prior invoice, the work that you have on this first August 17, 2017 invoice would have been your work from when you issued the prior invoice to whatever date is on this current invoice; is that how you would usually do it?  A. Correct.  Q. The next invoice in this exhibit is dated October 8, 2017, do you see that?  A. Yes.  Q. I'm assuming and am I correct then that the work that's shown in this invoice would have been done by you after August 17, 2017 up to October 8, 2017,

1	POTTER	1	POTTER
2	Exhibit 4 is dated November 3, 2017, correct?	2	ineffective for their stated purposes and can
3	A. Correct.	3	neither repel nor drive out any of these
4	O. I take it that the work that's	4	critters; did I read that correctly?
5	shown here would have been done from the time	5	A. Correct.
6	period of October 8, 2017 up to November 3,	6	Q. You did Roman VI Overview of
7	2017, correct?	7	Ultrasonic and Electromagnetic Technology
8	A. Correct.	8	where essentially you go through other
9	Q. And the last oh, I'm sorry,	9	publications or articles and make citations?
10	this wouldn't be — this is out of place a	10	A. Correct.
11	little bit. This invoice the last one is	11	Q. I take it whatever you included
12	actually dated November 30, 2016, do you see	12	within this section you found in these
13	that?	13	articles and citations?
14	A. Correct.	14	A. Yes. I have to read all this
15	Q. Do you believe this November	15	to make sure there may have been things I
16	30, 2016 was your first invoice?	16	say here, but basically yeah, this is sort o
17	A. No, see this is November 30,	17	a summation of some of the literature that's
18	2016. This was the first invoice.	18	out there.
19	Q. That's what I just said.	19	Q. None of these publications that
20	A. I'm sorry, I'm looking at it in	20	you cite to actually tested the Bell & Howell
21	chronological order here and it does look	21	devices, correct?
22	like the first invoice, yeah, because it has	22	A. Correct.
23	less the retainer.	23	O. In some of these tests done by
24	Q. The testing that was done by	24	these other folks that you have cited to,
25	Sierra Labs, does that indicate that the mice	25	they included other pests beyond roaches,
2.3	141		143
	Account of the Control of the Contro		Prince Service
1	POTTER	1	POTTER
1 2	will remain where food and shelter is ample	2	ants, spiders and mice, correct?
	will remain where food and shelter is ample even though a repeller is present?	<b>2</b> 3	ants, spiders and mice, correct?  A. Some of them involve rats. The
2	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't	2	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for
2 3	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated	<b>2</b> 3	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There
2 3 4	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food	<b>2</b> 3 4	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of
2 3 4 5	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated	2 3 4 5	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There
2 3 4 5 6	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated	2 3 4 5 6	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the
2 3 4 5 6 7	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between	2 3 4 5 6 7	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to
2 3 4 5 6 7 8	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further	2 3 4 5 6 7 8	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the
2 3 4 5 6 7 8 9	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around,	2 3 4 5 6 7 8 9	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this
2 3 4 5 6 7 8 9	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around, probably the most crucial resource being the	2 3 4 5 6 7 8 9 10	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this document, those were exclusively on those.
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2 3 4 5 6 7 8 9 10 11 12	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around, probably the most crucial resource being the	2 3 4 5 6 7 8 9 10 11 12	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this document, those were exclusively on those.  Q. You discuss within this subsection Roman numeral VI electromagnetic
2 3 4 5 6 7 8 9 10 11 12 13	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and — the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around, probably the most crucial resource being the place to be that's safe.	2 3 4 5 6 7 8 9 10 11 12 13	ants, spiders and mice, correct?  A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this document, those were exclusively on those.  Q. You discuss within this
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around, probably the most crucial resource being the place to be that's safe.  Q. I want to go over your first report Exhibit number 1 dated october 31, 2017.  A. Okay. Q. Exhibit number 1, I'm actually on page 1 of the exhibit where it starts at the top introduction. You did number your paragraphs?  A. Correct. Q. Paragraph number 2, that has your conclusion with respect to this report	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24	A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this document, those were exclusively on those.  Q. You discuss within this subsection Roman numeral VI electromagnetic devices, correct?  A. Correct.  Q. If the devices here at issue do not involve electromagnetic sound waves, you will agree with me that what you listed here for electromagnetic devices is not relevant?  MR. KOPEL: Objection, misstates the record.  A. The reason I included the electromagnetic technology, a review of the
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	will remain where food and shelter is ample even though a repeller is present?  A. No. The data didn't demonstrate that because in the untreated controls even though the food and — the food and the water being the big difference were only in the front, but in the untreated controls they were evenly distributed between the front and back so I think it just further shows that mice are constantly moving around, probably the most crucial resource being the place to be that's safe.  Q. I want to go over your first report Exhibit number 1 dated october 31, 2017.  A. Okay.  Q. Exhibit number 1, I'm actually on page 1 of the exhibit where it starts at the top introduction. You did number your paragraphs?  A. Correct.  Q. Paragraph number 2, that has	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	A. Some of them involve rats. The bulk of these studies were designed for roaches, ants, spiders and rodents. There may have been a review article that sort of capsuled other nuisance wild life as well, the Bomford article and I believe one of the Koehler articles may have, but when we get to the ones that I specifically talk about the devices which I think is later in this document, those were exclusively on those.  Q. You discuss within this subsection Roman numeral VI electromagnetic devices, correct?  A. Correct.  Q. If the devices here at issue do not involve electromagnetic sound waves, you will agree with me that what you listed here for electromagnetic devices is not relevant?  MR. KOPEL: Objection,  misstates the record.  A. The reason I included the

1	POTTER	1	POTTER
2	of the pest repellant devices of Bell &	2	so certainly some of those could have been
3	Howell includes a combination of	3	intended for those uses.
4	electromagnetic and ultrasonic. In fact,	4	Q. Would you agree with me that
5	that was one of the devices that we evaluated	5	testing done to devices that are not the Bell
6	with Mr. Mankin initially in trying to make a	6	& Howell devices in a rural setting would not
7	determination of which device we would	7	be relevant to determine the effectiveness of
8	evaluate in the subsequent insect and rodent	8	the Bell & Howell devices?
9	studies.	9	A. No, I would not agree with
10	Q. Have you tried to obtain the	10	that.
11	actual devices that were tested by any of	11	Q. Would you agree with me that
12	these other authors of these publications to	12	devices that had decibel levels below 60
13	actually compare them with the Bell & Howell	13	would not be relevant in determining whether
14	device?	14	the Bell & Howell devices are effective?
15	A. No, but I of course read the	15	<ul> <li>As stated previously, it would</li> </ul>
16	studies and many of the studies included	16	depend on the facts of how those measurements
17	specific physical characteristics of these	17	were taken and at what distance from the
18	other manufacturer's devices and respective	18	transducer.
19	frequency and amplitude and cycles and	19	Q. Have you done any study to
20	variable output.	20	account for the distance in which the devices
21	Q. If the decibel level of the	21	were measured in all of these publications
22	devices that were tested in these articles is	22	that you cite to?
23	below 70, would then the results be	23	A. Could you repeat the question?
24	irrelevant to your opinions with respect to	24	MR. OSTOJIC: Could you repeat
25	the Bell & Howell devices?	25	it. 147
	143		141
1	POTTER	1	POTTER
2	<ol> <li>A. No, not necessarily.</li> </ol>	2	(Record read.)
3	Q. So the decibel level of the	3	A. I have read these articles
4	Bell & Howell devices was between 87 and 99	4	thoroughly and many of them do specify the
5	decibels, right?	5	distance from the device that the sound
6	A. At a specific distance from the	6	measurements were taken, but I would have to
7	transducer which I I would have to go back	7	go back to each article and produce those
8	to the documents to see what that was, but it	8	because I can't recall them all.
9	was relatively close whereas in some of these	9	Q. You mention that devices can be
10	experiments those distances were either	10	different based on their decibel level and
11	further away or evaluated at varying	11	the frequency used, correct?
12	distances away so you have to be careful to	12 13	<ul><li>A. Correct.</li><li>Q. Are there any other variables</li></ul>
13 14	compare apples to apples in terms of distance from a device.	14	Q. Are there any other variables that can distinguish ultrasonic pest
15	Q. Were any of the devices that	15	repellers from one another?
16	were tested in these publications that you	16	A. The other variable is the
17	cite to, were they intended for rural	17	variability of the output, the cycling or the
18	settings?	18	intervals between the sound waves so
19	A. Could you repeat the question?	19	generally many of the devices that are on the
20	Q. Were the devices that were	20	market now or even that were tested at that
21	tested by some of these authors that you cite	21	time had a variable output which was probably
22	to in Exhibit 1, were they intended to be	22	intended to reduce the likelihood of
23	used in a rural setting?	23	habituation by the animals particularly
24	_		
	<ul> <li>A. Some of the rodent evaluations</li> </ul>	24	rodents.
25	A. Some of the rodent evaluations were conducted in non-residential buildings	24	rodents. Q. What about the number of

POTTER speakers within a device, does that distinguish the various devices?

A. It shouldn't. The sound output in terms of frequency and amplitude and the variation of that sound should be the driver of the performance of the device. It's much like I have a big old Gateway computer at home that's much larger than my current computer, but the current one is much more powerful so you have to look at the physics of the device and what the output is, not the number of speakers. Without knowing those characteristics, it's really immaterial to me.

Q. You have not actually tested those devices with the Bell & Howell device, any of the devices of these publications that you cite to, correct?

MR. KOPEL: Objection to form.

- A. Are you asking have I compared those devices and studies with the Bell & Howell? I don't understand.
- Q. Have you purchased or obtained any of the devices that were tested by these

POTTER

no, I didn't test those specifically, but I think we can bridge the information from those studies to the Bell & Howell study although again we wanted to conduct studies on the Bell & Howell devices as well which is what we did.

- Q. So you don't believe that the quality of manufacturer or the materials used in devices is important in determining whether devices are similar or different, fair?
- A. What's important is measuring the physical characteristics of the devices. Ultrasound is ultrasound from the standpoint of if you know the frequency and the amplitude and the variability of the sound waves, that's what's important, not who made it or what the container looked like or if it had one outlet or night light on it.
- Q. You believe ultrasound is ultrasound and it doesn't then matter what the device is, how it was made, how many speakers are in there, it essentially all works the same; is that fair?

### POTTER

authors that you cite to in your report?

A. No.

Q. You have done no testing to actually determine how similar or how different the Bell & Howell devices are to any of the devices that are cited in the publications that you've included in your report, fair?

A. Not exactly. When you say testing, I interpret that as being have I reviewed the published studies on these devices and their physical characteristics that were measured by these authors which are all summarized in my report and what I found was that those physical output characteristics were very similar to the physical characteristics of frequency and amplitude and variability to the Bell & Howell devices so it seems very appropriate to make comparisons between those devices.

Whether the device had purple plastic casing or had two speakers or one, I mean the physical characteristics or the

output of the device is what's important so

# POTTER

- A. When I said ultrasound is ultrasound, I meant that if you know the output characteristics, the physical properties of the device, that's what's important. The physics of ultrasound is a constant. The manufacture and the packaging of the product being sold is largely immaterial.
- Q. Why didn't you include any of these publications except for two in your file?

 $\ensuremath{\mathsf{MR}}.$  KOPEL: Objection, asked and answered.

- A. All of these publications that are cited in my report are cited in the reference citations and as I said earlier, they are all readily available through online searching for these publications so they were provided to counsel.
- Q. So your counsel Mr. Kopel has all of these publications that you know of so you provided it to counsel?

MR. KOPEL: Objection, don't answer that question.



McCorkle Litigation Services, Inc. Chicago, Illinois (312) 263-0052

1	POTTER	1	POTTER
2	Q. You just answered. You said	2	common indoor cockroach in residential
3	that you provided it to counsel. I want to	3	settings. Odorous house ants as I talked
4	make sure that's what you said?	4	about and cellar spiders are certainly one of
5	MR. KOPEL: Don't answer that	5	the very top most common spiders in dwellings
6	question.	6	that people would purchase these devices to
7	Q. Are you not going to answer the	7	try to get rid of.
8	question?	8	Q. Is it fair to say that you are
9	<ul> <li>A. I have been instructed by</li> </ul>	9	reporting on the testing that was done by i2L
10	counsel not to answer it so I guess I ought	10	and Sierra Research was essentially what you
11	not to answer it.	11	took from their reports to you and either
12	Q. Have you tried to contact any	12	summarized or paraphrased their testing as
13	of the authors of these publications about	13	well as their findings; is that fair?
14	their testing?	14	A. Not in my mind because I had a
<b>1</b> 5	MR. KOPEL: Objection, asked	15	lot of input in designing these protocols.
16	and answered.	16	The Intertek protocol I pretty much designed
17	A. I have not tried to contact any	17	myself. The rodent protocol was done in
18	of these authors. I take that back. One	18	collaboration as I said with Dr. Corrigan and
19	author Richard Mankin who helped us with the	19	Dr. Donohue and there was discussion back and
20	quantification of the sound output of the	20	forth in the actual set up and conduct of the
21	devices, I did read his publication. I can't	21	experiments. We talked many times back and
22	recall whether it was prior or after speaking	22	forth, but then of course at some point I was
23	with him. I think it was prior. I read it	23	not there to take the counts so the actual
24	before I spoke with him.	24	data collection was by these two companies.
25	Q. I'm going to jump to in Exhibit	25	Q. For the cockroach test, there
		1	
	153		· 155
1		1	THE WAY A SHARE THE WAY A SHAR
1 2	POTTER	1 2	POTTER
1 2 3	POTTER  1 your Roman numeral VIII, the testing of the	1 2 3	POTTER were two sides, one had a repeller in it and
2	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different	2	POTTER
2	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?	2 3 4	POTTER were two sides, one had a repeller in it and one did not, correct?  A. Correct.
2 3 4	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500	2	POTTER were two sides, one had a repeller in it and one did not, correct?
2 3 4 5	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500 if you want a number.	2 3 4 5	POTTER  were two sides, one had a repeller in it and one did not, correct?  A. Correct.  Q. There was dog food placed on
2 3 4 5 6	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500 if you want a number.	2 3 4 5 6	POTTER  were two sides, one had a repeller in it and one did not, correct?  A. Correct. Q. There was dog food placed on both sides?  A. Correct.
2 3 4 5 6 7 8	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500 if you want a number.  Q. Why did you choose or why did i2L choose the odorous house ants for the	2 3 4 5 6 7	POTTER  were two sides, one had a repeller in it and one did not, correct?  A. Correct. Q. There was dog food placed on both sides?  A. Correct. Q. Would it be a flaw in the
2 3 4 5 6 7	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500 if you want a number.  Q. Why did you choose or why did	2 3 4 5 6 7 8	POTTER  were two sides, one had a repeller in it and one did not, correct?  A. Correct. Q. There was dog food placed on both sides?  A. Correct. Q. Would it be a flaw in the testing if the two sides were not identical?
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2 3 4 5 6 7 8 9 10 11	POTTER  1 your Roman numeral VIII, the testing of the Bell & Howell devices. How many different species of cockroaches are there?  A. Thousands, probably about 6,500 if you want a number.  Q. Why did you choose or why did i2L choose the odorous house ants for the testing?  A. That was my decision. Odorous house ant is one of the most common indoor ants in the United States. It's also one	2 3 4 5 6 7 8 9 10	POTTER  were two sides, one had a repeller in it and one did not, correct?  A. Correct. Q. There was dog food placed on both sides?  A. Correct. Q. Would it be a flaw in the testing if the two sides were not identical?  A. Well, not in the way that we conducted this experiment and the results we
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problems. German cockroach by far the most

154

25 of these devices, you will have an

1	POTTER	1	POTTER
2	established infestation with cockroaches	2	A. No.
3	living in these protected locations.	3	Q. By providing a harborage to the
4	Q. By providing a harborage for	4	pests, aren't you essentially testing whether
5	the cockroaches, aren't you really testing	5	the Bell & Howell devices would repel or
6	whether the Bell & Howell device will drive	6	drive pests out that are maybe located behind
7	cockroaches out that may be behind walls or	7	walls or under floors; isn't that really what
8	under floors?	8	the testing is doing?
9	<ul> <li>A. We are trying to test this</li> </ul>	9	MR. KOPEL: Objection, asked
10	device in the real world. All of these pests	10	and answered.
11	are cryptic. They live in cracks and	11	<ul> <li>A. No, certainly if there was a</li> </ul>
12	crevices and voids between floors, behind	12	mouse harboring in a garage underneath a lot
13	walls, within appliances and there is no way	13	of clutter and we put one of these things in
14	to drive these pests out of their established	14	the living room, that would be an extreme
15	location s without having a harborage. Could	15	evaluation of this device, but by putting
16	you gain meaningful information initially by	16	these devices in these insect experiments
17	not including harborages in your experiments	17	literally within three feet of the harborage
18	as were some of the studies peer reviewed	18	directed point blank at the harborage, these
19	work done previously, yes, but we had one	19	roaches are not sitting in this device for
20	shot with these studies to try to simulate	20	the entire experiment. Roaches on average
21	what effect they would have in the hands of	21	feed once a day at least based on research
22	the consumer which is why we devised the	22	done by Dr. Don Cochran, Dr. Jewel Silverman.
23	experiments the way we did.	23	In other words, ants are
24	Q. Why do you say you had only one	24	constantly foraging throughout the day so
25	shot?	25	it's a misnomer if there's any impression
	157		159
1	POTTER	1	POTTER
2	A. Well, because of the court	2	that these roaches resided inside these
3	imposed time line of production of evidence	3	harborages for the entire experiments. They
4	·	را	
	IN THE CASE I WAS INSTRUCTED WHAT OUR TIME	4	did not They just didn't move to the other
	in the case I was instructed what our time	4 5	did not. They just didn't move to the other
5	line was.	5	side of the arena.
5 6	line was.  MR. KOPEL: Stop. Don't reveal	5 <b>6</b>	side of the arena. Q. I take it you know from Dr.
5 6 7	line was.  MR. KOPEL: Stop. Don't reveal  any communications between me and you.	5 <b>6</b> <b>7</b>	side of the arena. Q. I take it you know from Dr. Mankin's testing that cardboard harborages
5 6 <b>7</b> <b>8</b>	line was.  MR. KOPEL: Stop. Don't reveal  any communications between me and you.  Q. Would you have wanted to do	5 6 7 8	of the arena. Q. I take it you know from Dr. Mankin's testing that cardboard harborages will decrease the effectiveness of the Bell &
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POTTER

- Q. You will agree with me that cockroaches and ants will remain in their nest to protect the colony so long as there is food and sustenance for them, fair?
- A. Of course ants have nests, cockroaches tend to harbor, but they will often go back to those areas, but they will they sally forth to forage for resources in which case you would assume they would come in contact with these repellant materials.
- Q. In the tests done by i2L, the pests were provided with food and sustenance within the harborage, correct?
  - A. Correct.

- Q. So you would not expect then in a real world --
- A. I'm sorry, I misspoke. Your question is they were provided with food and sustenance within the harborage, that's not correct. The harborage was the cardboard tube. The food and water was placed outside the harborage much as it would be if cockroaches were harboring in a crack

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dead flies.

- Q. i2L found that one replicate of the cockroach test showed a significant effectiveness of the Bell & Howell devices, correct?
- A. It showed a significant movement of the cockroaches to the non-repeller side in one replicate, yes.
- Q. That would show I take it that you believe if the roaches move away from the repeller, they are being repelled and its showing it's effective, correct?
- A. There was a significant difference in movement of the cockroaches in the cockroach study particularly in one replicate which pretty much forced it to significance of the three replicates, but we are looking at a totality of about 13 percent overall movement which it may be statistically significant, but it's biologically and commercially impractical or irrelevant in my view.
- Q. If you had sufficient time and resources, would you have done a test of the

POTTER

underneath your kitchen sink and then forage to the bottom of the cabinet.

- Q. In performing testing of a pest, wouldn't you want to starve the pest first before conducting the test?
- A. Absolutely not. In fact, every published study that's been conducted at least in my literature search on both insects and rodents either provided food or certainly had no mention of starvation of those organisms prior to that.
- Q. Do you know if the ultrasonic waves from the Bell & Howell devices could penetrate the plastic dishes that were used as harborage for the ants?
- A. I don't know, but again, it becomes in designing the experiment the plastic dishes were transferred so we could have an ant colony transferred into the location where the device was operating. That container had holes around the bottom of the device or the bottom of the chamber to allow the ants to freely forage out of the nesting location to the sugar water and the

POTTER

Bell & Howell devices on pests without using harborages?

Α. Probably not because there is a lot of literature on that already showing that they did not work. There was some literature, not as much, but there were some studies that were done with harborage. I specifically remember Wong's study on ants was done in the presence of harborage. I think he had wood chips that the ants were nesting in and there was a second one, I think his name is Osher, I believe an Egyptian fellow, I can get you the reference, that was done on cockroaches and one of the experiments he performed had sort of a simulated kitchen cabinet within the arena, but to answer your question, the bulk of the studies in the past were done without harborage and it clearly showed the vast majority of time there was either no effect or certainly no biological effect so we wanted again to try to design experiments that were a little bit more relevant to a real world setting.

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POTTER 1 2 Q. How long was the connecting tube between the repeller side and the 3 4 untreated side for the cockroaches? 5 Α. I'll have to look at the experiment. I want to say about three to 6 7 four feet, but if you want an exact number I 8 can --Who determined the size of the 9 Q. 10 connecting tube? I determined the size. I think 11 Α. in the experiment we talked back and forth 12 13 initially that we wanted to have our arenas, 14 our paired chambers be at least 3 by 3 by 3 as I recall. The size of the connecting tube 15 I provided i2L with some other earlier 16 research studies and I'm assuming they 17 patterned the length of their connecting 18 19 tube. 20 The harborage for the ants was Q. painted black with India ink, correct? 21 22 Correct. Α.

What was the impact of having О. India ink used with respect to the effectiveness of the Bell & Howell devices? POTTER

inside the connecting tube, were not considered as repelled, correct?

> That's correct, they were ---MR. KOPEL: Were you done with your answer?

> > THE WITNESS: No.

MR. KOPEL: Please finish.

They were not counted as repelled. They were accounted for after the experiment, but the decision was made to not count them in the case of the cockroaches. Our big concern was not disturbing the location of the insects and the spiders in the experiment.

In the case of the ants we did. we used fiber optics to basically make those counts without disturbing the ants in the connective device. In the cockroaches we made the decision not to and in fact in every one of the other published studies on cockroaches where there was a connecting tube, in no case did they score those as being repelled. They either scored them as a separate category of just in the tube or they

#### POTTER

First of all, again, if I could Α. have a protocol to look at, I could be certain of this, but from recollection the lid was then removed, but again, I need to see a protocol to be certain of that, but the important point is we had the identical harborage on both the repeller side and the non-repeller side both in the treatment arenas as well as in the untreated control arenas so whether -- if we had no untreated controls or we only had a dark harborage on one side, perhaps you could ask that question, but I think having included those controls and replications in the presence of the harborages on both sides in that experiment I think that if there was an effect, it would be the same effect.

- Cockroaches that left the side ٥. where the repeller was and were in the connecting tube, they were not counted as repellant, correct?
  - Could you repeat the question? Α.
- Cockroaches that had left the Q. place where you had a repeller and were

POTTER

basically made a comment that whatever insects were on the left side or the right side of the chambers were in the tube.

- Was the connecting tube for Q. ants and cockroaches and the spiders PVC?
  - Α. Can I have my ---
  - It should be in front of you. Q.

MR. KOPEL: If you are at a quick point I want to take a restroom break whenever.

MR. OSTOJIC: Okay.

- These are black and white. Α. Mine are in color, but it looks like a cardboard tube connected. I believe in the case of the ants, we used a smaller PVC tube with a connecting ramp.
- The PVC tubing, you would 0. expect that the ultrasonic waves from the Bell & Howell device would not be able to penetrate that, fair?
- Correct, but the PVC tube Α. stopped at the outer edge of the chamber so.
- There is a picture figure 5 in the i2L report that shows the PVC tube --

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POTTER

I beg your pardon. Α.

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- Q. That shows the tube probably halfway into the enclosure where the Bell & Howell device was, correct?
- That's correct. I misspoke. A. It has a paper ramp going into the arena.
- Who decided to use a ramp for Q. the ants?
- In discussing the methodology for the experiment, we all agreed that it was important to have an accessible bridge to allow the insects or spiders to move back and forth. That decision was in fact I believe made by the i2L director of the study Timothy Ford. The intent was to -- ants are small so you had to have some easy way in which those ants could bridge from the lip of the PVC tube to the bottom of the plastic sub-enclosure which was inside a larger plywood chamber.
- The Bell & Howell user manual Q. states that it's the efficiency of the product is decreased when there's carpeting in the room, do you recall that?

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# **POTTER**

- Α. Correct.
- The apartments in which testing Q. for the mice was done, they included carpeting, didn't they?
  - I'm not sure. Α.
- If the testing of the Q. apartments did include carpeting, that was a flaw in the testing by Sierra, correct?
- No because Bell & Howell's instructions don't specifically say don't use this device in any household that has carpeting which is most of the households in the United States.
- But you understand that the efficiency or the effectiveness of the Bell & Howell device is decreased when there's carpeting there in a room, correct?
- I have to say I don't understand that wording on the Bell & Howell instructions. I understand that ultrasonic waves don't go through fabric surfaces, but when we are talking about mice, rats, cockroaches, spiders and to a large extent ants, most of these pests are not foraging

POTTER

- under carpet so I don't quite understand what relevance it would have. I understand obstructions, I understand fabric, but I don't understand why that would have any relevance to these tests or well, to these tests and why it would disqualify these tests as being a reasonable experiment.
- But if the Bell & Howell Q. instructions state that the effectiveness of its product is decreased when there's a barrier such as carpeting, why would you test the effectiveness of the product in an apartment with carpeting?
- Α. First of all, I don't know if there was carpeting in the apartments. That would be a guestion that Bill Donohue would have to answer, but again, ultrasonic sound waves have tremendous directionality, high frequency, short wave lengths that are very directional so I don't know if these devices are plugged into a wall outlet that's on average 12 inches above the floor how they even would encounter a carpeted floor a foot below. They should be moving in a

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# POTTER

- directional fashion which is again one of the 3 inherent limitations of these devices.
  - Is it fair to say that Bill Donohue would be in a better position to explain what exactly went on with the testing in the Modesto, California apartments?
  - Certainly I was not there for the recording of the data, but we talked extensively by telephone throughout the course of the study and of course in the design of the study so I think I have a pretty good handle on what was done. There are a few questions that I would have to ask him or someone would have to ask him as to whether the apartments were carpeted, but I don't think it has a great deal of relevance in the way these devices would need to work to be effective.
    - Rodents are territorial, right? Q.
  - Certainly I would say generally Α. rats and mice are territorial, the males more than females, but generally yeah, mice want to carve out their own areas for nesting and so forth.

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POTTER POTTER 1 1 2 part of the room so I think it's 2 By testing the mice in the Q. demonstrating that these things will not be 3 apartments and only allowing the mice to 3 effective in driving mice out of an area and acclimate in the room where the Bell & Howell 4 5 device was located, aren't you essentially 5 keeping them out of an area and that area to be really effective needs to be the structure 6 skewing the test results? 6 No for reasons I said earlier 7 or the residence. 7 A. 8 that we wanted to evaluate the effect of 8 MR. KOPEL: We're going to take these devices in a real world setting where 9 a break. 9 10 MR. OSTOJIC: Okay. you had an established infestation, we then 10 (Recess taken.) 11 put the devices in to see if we could drive 11 them out of that area and again, the 12 Q. Sir, you stated on paragraph 89 12 of Exhibit 1 of your initial report, "Since untreated controls clearly demonstrated that 13 13 the Bell & Howell pest repellers are marketed these mice were very happy to relocate to the 14 14 to control existing infestations, they would 15 back part of the apartment with no presence 15 of a repeller so I don't think it made any need to over power these aggregating odors in 16 16 17 difference where the mice were initially 17 order to 'drive pests out' of buildings." Did I read that correctly? 18 introduced. 18 Isn't it true that the mice are 19 19 Α. Correct. Q. 20 attracted to the food and water that was in 20 Q. What do you mean by control? What I mean by control is to the front room of the Modesto, California 21 21 eliminate the infestation which would 22 apartments? 22 necessitate driving them out of the areas 23 Could you repeat the question? 23 A. The tests that Sierra did, it 24 where the pests were dwelling and I guess 24 Q. 25 didn't have food or water in the back room, 25 drive them out and drive them out of the 173 175 1 POTTER 1 POTTER 2 2 right? building. 3 3 That would be driving them out Correct. Q. A. of if they are located under the floors or 4 So the mice had essentially two 4 Q. 5 choices: go into the front room where the 5 behind walls, correct? 6 food and water is or starve? 6 That's the problems with these A. 7 7 devices. These pests live in these cryptic Well ---Α. 8 Isn't that true though, those 8 locations behind and within stuff so somehow Q. if these pests are going to be driven out of 9 were the choices? that dwelling whether it's a single family 10 If we had conducted the study 10 for six months, perhaps, but first of all, 11 home or an apartment or whatever, they will 11 have to be driven out and I can't figure out mice don't starve in a short period of time 12 12 13 and dying of thirst which I think was in one 13 how these devices will accomplish that with all the inherent limitations they have. 14 of the rebuttal reports is a little 14 when you say control, you mean ridiculous because mice can metabolize their 15 15 16 own water from their own bodies. They 16 to drive them out of their hiding places be it behind walls or under the floors, correct? 17 require very small amounts of water as do 17 cockroaches and spiders and such, but no, I 18 MR. KOPEL: Objection; 18 19 misstates the testimony. You can 19 think what the back and forth movement showed 20 20 and the presence of the mice being evenly answer. 21 Can you repeat the question? 21 distributed in the untreated controls is A. these mice are moving back and forth all over 22 (Record read.) 22 23 the place and if these were highly effective 23 Drive them out from wherever A. 24 devices and highly repellant, those mice 24 they are.

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would starve. They would not go into that

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Q.

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That would include behind walls

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POTTER 1 or under floors, correct? 2 3 Or the pests have moved out of 4 those areas and it's driving them out of the exposed areas, but yes, it has to -- the 5 pests either through driving them out from 6 the device or the pests coming out on their 7 own, they have to be driven out of the 8 9 location where they are and out of the 10 structure. 11 Nowhere in the user manual for Q. the Bell & Howell devices does it state that 12 13 it will control pest infestations, correct? Not in those specific words, 14 15 however --MR. KOPEL: Please let him 16 17 finish. 18 MR. OSTOJIC: We have wasted so 19 much time. I just want you to answer 20 my question. I understand you have a lot to say. 21 22 MR. KOPEL: Finish your answer. 23 I don't want my testimony to be 24 taken out of context. I spent my entire 25 career, professional career evaluating POTTER 1 2 technologies, working with stakeholder 3

POTTER

who doesn't understand that these pests are living in these hidden locations. It has to drive them out of those places.

- Did the user manual for the Bell & Howell devices you read state that its effectiveness is decreased if there is a barrier to the sound waves, fair?
  - Α. Correct.

MR. KOPEL: Can we look at the document that's being referenced.

Is this what I should be Α. looking at?

- Did you review any other Bell & Q. Howell manual or instructions other than the one that you are holding?
- First of all, I didn't look at the one with the night light, I looked at the one that we tested, but I believe the instructions are the same, Bell & Howell ultrasonic pest repeller. I also went to Bell&Howell.com and basically anything I could find, the packaging materials which are somewhat different in terms of what they say, there is some caveats and things on those

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groups, homeowners, the professional pest control industry to try to explain to them how these devices or whatever the technology works or doesn't and my interpretation of reading the user instructions and the other labeling materials that are so stated with this device is a consumer reading that material would assume that if they purchased this device, plug it into an outlet or the numbers that are required, it would solve their pest problem and for a consumer, that means if they have roaches, buy these devices, put it in, now we don't have roaches.

- There's nothing that you found Q. in the Bell & Howell user manual that states that pests located behind walls or under floors will be driven out; is that fair?
- It's fair that they don't specifically say that pests behind walls and in these hidden locations would be driven out. It just simply says drive them out and leaves it to the imagination of a consumer

# POTTER

that aren't on this so this is only one, but of all the things that I looked at, it used terms like repels, drives them out, don't need to use messy dangerous sprays, don't need to pick up dead animals and the inference in reading all of the literature is you plug these things in and your pest problem is solved.

- You indicated several times about real world tests, do you recall that?
  - Correct. Α.
- Q. Isn't the real world test what the consumers have experienced when they bought the Bell & Howell devices for their own homes?
- You have to clarify that Α. question because I don't understand what you're saying.
- Have you tried to research what Q. consumers of the Bell & Howell devices actually experience with the devices when using them in their homes; have you done any study like that?
  - Α. No.

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1	POTTER	1	POTTER				
2	Q. Have you checked for any	2	change their labeling or both and it's in my				
3	testimonials or anything on the internet	3	report, but I would have to dig it out. If				
4	about the comments consumers of the Bell &	4	you want me to, I will.				
5	Howell devices have concerning the	5	<ol> <li>Q. The FTC warning was before</li> </ol>				
6	effectiveness of the Bell & Howell devices?	6	these Bell & Howell devices were actually				
7	A. Only what I read in one of the	7	manufactured and sold, correct?				
8	experts Dr. Borth's report where he did some	8	A. I don't recall the date of when				
9	analysis of Amazon ratings of the device	9	they were manufactured and sold. I know from				
10	online.	10	reading Ms. Feuerstein's deposition that they				
11	Q. Do you know how many consumers	11	have been selling these devices for a long				
12	have sought a refund from Bell & Howell with	12	time, I guess more recently to Bell & Howell,				
13	respect after purchasing the Bell & Howell	13	but I think they were selling them to other				
14	devices?	14	companies with very similar characteristics				
15	A. No.	15	according to her deposition prior to the FTC				
16	Q. Is that important to you?	16	ruling to other companies.				
17	A. No.	17	Q. Do you know if the FTC ever				
18	Q. Is it important to you to know	18	issued any warnings, letters of any kind to				
19	how consumers have reacted with respect to	19	Bell & Howell directly?				
20	the Bell & Howell devices when used in the	20	A. I don't know.				
21	consumer's homes?	21	Q. Did the FTC bring actions				
22	A. It's really not important to me	22	against any manufacturers?				
23	because like I said, I spent my entire career	23	A. My recollection is yes, but I'd				
24	talking to and educating homeowners and other	24	have to go through my report.				
25	people that have pest problems and they often	25	Q. Do you have any information to				
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1	POTTER	1	POTTER 183				
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	POTTER believe or think that a certain approach is effective because of the placebo effect and		POTTER				
2	POTTER believe or think that a certain approach is	2	POTTER indicate that the FTC brought any action				
2 3	POTTER believe or think that a certain approach is effective because of the placebo effect and	2	POTTER  indicate that the FTC brought any action against Bell & Howell?				
2 3 4	POTTER believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are	2 3 4	POTTER  indicate that the FTC brought any action  against Bell & Howell?  A. I have no information on that,				
2 3 4 5	POTTER  believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are actually doing unless you actually evaluate	2 3 4 5	POTTER  indicate that the FTC brought any action against Bell & Howell?  A. I have no information on that, no.				
2 3 4 5 6	POTTER  believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are actually doing unless you actually evaluate them in the kinds of control studies that	2 3 4 5 6	POTTER indicate that the FTC brought any action against Bell & Howell?  A. I have no information on that, no. Q. If the FTC did bring actions against the manufacturers, where is that published?				
2 3 4 5 6 7	POTTER  believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are actually doing unless you actually evaluate them in the kinds of control studies that we've been talking about here today.	2 3 4 5 6 7	POTTER  indicate that the FTC brought any action against Bell & Howell?  A. I have no information on that, no. Q. If the FTC did bring actions against the manufacturers, where is that				
2 3 4 5 6 7 8	POTTER believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are actually doing unless you actually evaluate them in the kinds of control studies that we've been talking about here today.  Q. You mention in your report	2 3 4 5 6 7 8	POTTER indicate that the FTC brought any action against Bell & Howell?  A. I have no information on that, no. Q. If the FTC did bring actions against the manufacturers, where is that published?				
2 3 4 5 6 7 8 9	POTTER believe or think that a certain approach is effective because of the placebo effect and it's hard to determine what these devices are actually doing unless you actually evaluate them in the kinds of control studies that we've been talking about here today.  Q. You mention in your report something about an FTC warning, do you recall	2 3 4 5 6 7 8	POTTER  indicate that the FTC brought any action against Bell & Howell?  A. I have no information on that, no. Q. If the FTC did bring actions against the manufacturers, where is that published?  A. The FTC issued some				
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1	POTTER	1.	POTTER
2	are about 50 or 60 companies that they cited.	2	immaterial to the way we conducted our
3	Of course there were other investigations	3	experiments, I'm specifically referring here
4	both by FTC and EPA on electromagnetic	4	that it was immaterial to the ultimate
5	devices back around I want to say 1980, but	5	performance of the products used by consumers
6	I'd have to go back and check that.	6	for many of the reasons I've already talked
7	Q. Sir, are you aware of any order	7	about. Cleaning up food which is can be
8	from any governmental agency be it the FTC or	8	recommended and it can be of some use, but in
9	EPA to Bell & Howell concerning Bell &	9	and of itself you cannot clean up all the
10	Howell' ultrasonic pest repellers?	10	food so that's not going to resolve the
11	A. No.	11	problem of these devices not performing and
12	Q. Sir, are you aware of any	12	as we talked about obstruction and places
13	recalls from any governmental agency	13	these pests live, does it really matter if
14	including the Consumer Product Safety	14	you don't put it behind a couch if the
1.5	Commission with respect to the Bell & Howell	15	cockroaches are living in the under side lip
16	devices which are the subject of this case?	16	of the kitchen sink protected by wood and a
17	A. No.	17	cabinet so whether the obstruction is at the
18	Q. Sir, are you aware of any state	18	point where these critters are or whether
19	agency or local agency that's ever commenced	19	it's next to the device, what's the
20	any proceedings against Bell & Howell with	20	difference so bottom line is I don't think
21	respect to the Bell & Howell devices which	21	whether they follow the instructions or not
22	are the subject of this case?	22	or whether they lost their instructions or
23	A. No.	23	not would have made a nickel's bit of
24	Q. I'm going to Exhibit number 2,	24	difference in the performance of these
25	your rebuttal report. That's a true and	25	devices.
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2	POTTER  correct copy of your rebuttal report, right?	2	POTTER Q. Is that true for all products,
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regardless of how these plaintiffs used it.

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- Q. Wouldn't that be true though with any pest management device if it's not used in accordance with its instructions, it's going to either decrease its effectiveness or eliminate it; isn't it true?
- A. If the device is inherently effective when used properly, these devices are not effective even when they are used properly.
- Q. But that's different than saying following the instructions is meaningless, isn't it?
- A. When I said it's immaterial, I don't think it has relevance to this case whether these plaintiffs follow the instructions or not. I didn't read the depositions, but I'm inferring from some of the expert reports that in some cases they may have not read the instructions, but there was not a lot of clarity in terms of what they did or didn't do, it was very anecdotal, but knowing what I know about these devices and the way they have been evaluated by us

POTTER

ability to detect ultrasound.

- Q. Why did you then have i2L and Sierra do any testing if quite frankly you didn't believe that these devices or the technology of ultrasonic sound waves work at all?
  - A. Because --

MR. KOPEL: I'm going to caution you not to reveal any communications with counsel. To the extent you can answer without doing so, fine, otherwise don't answer.

A. In reading the documents that I did early on in this case, there was some question as to whether previous studies that were conducted with other products were relevant to the consideration of how the Bell & Howell products would perform so I felt it was necessary to evaluate the specific products that pertain to this case which Bell & Howell sells to further demonstrate that even if those particular products were evaluated they would be ineffective.

Q. In your rebuttal report you

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and by others and the limitations of these devices, whether you follow the instructions or not would be immaterial to this case in terms of whether they would work or not.

To blame these people for this device not working because they didn't follow the instructions in my view is improper and really not relevant.

- Q. Isn't it because -- aren't you critiquing the Bell & Howell devices because they don't eliminate pests that may be hidden behind barriers; isn't that the gist of your conclusion?
  - A. Can you repeat the question?
- Q. Sure. Isn't the gist of your opinion on these devices is you critique them because they don't get rid of pests that may be behind walls or under floors?
- A. No, there's a lot of reasons why I critique these products and I put that all into my reports and there is a lot of limitations of these materials besides the fact that the pests are hidden. Many of these pests probably don't even have the

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state on page 19 towards the bottom and I quote, "At best, they" and I assume you are talking about the Bell & Howell devices "may temporarily discourage rodents from visiting areas in buildings that have little cover available." Did I read that correctly?

A. Yes.

Q. That's your opinion that you wrote?

I need to read it in context of Α. paragraph 53. I didn't write this. This was a direct quote out of Dr. Howard and Dr. Rex Marsh's publication where they concluded that at best there could be some temporary effect which the rodents would habituate and adapt to and again, it would need to be an area with very little cover so this is a quote and just for what it's worth, these guys are two of the icons of — these are rodentologists from the University of California Davis. They did probably 40 years of work on ultrasonic devices and other types of devices to look at the effects on rodents so this is a quote from them, not from me. I'm simply restating 

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1	POTTER	1	POTTER
2	what they are stating and I agree with it.	2	there is the Bell & Howell ultrasonic device,
3	Q. You agree that the Bell &	3	does that mean it's being repelled by the
4	Howell devices would be effective if there	<b>4</b> 5	device?  A. I'm sorry, could you repeat the
5	isn't cover provided for the pests?	5 6	A. I'm sorry, could you repeat the question.
6 7	MR. KOPEL: Objection; misstates prior testimony.	7	(Record read.)
	_ :	8	MR. KOPEL: Objection;
8 9	A. If there was no cover and those particular there certainly have been some	9	incomplete hypothetical.
10	studies to show we know that rodents	10	A. No, not necessarily. It could
11	detect ultrasound and in some circumstances	11	be avoiding that room for any number of
12	when they are exposed to ultrasonic pest	12	reasons.
13	repellers, there is some initial response,	13	Q. But if a pest avoids a room
14	avoidance of the sounds.	14	because of the ultrasonic sounds from the
15	Q. That would mean it's effective,	15	Bell & Howell device, would you then agree
16	avoidance of the sounds? Doesn't that really	16	with me that the pest is being repelled by
17	mean repelling, that they are being repelled?	17	that device?
18	MR. KOPEL: Counsel, please	18	A. If it could be yes, if it
19	don't interrupt the witness. You can	19	could be determined that the rodent was
20	finish your answer to the last	20	responding to the ultrasound and it was
21	question.	21	avoiding the sounds, you could say it was
22	A. Can you read back the last	22	being repelled by the device. I'm really
23	question or the last answer.	23	dealing with semantics —
24	MR. KOPEL: Please read the	24	MR. KOPEL: Please stop
25	question and answer.	25	interrupting the witness.
	193		195
1	POTTER	1	POTTER
1 2	POTTER (Record read )	1 2	POTTER  A because the word repellency
2	(Record read.)	2	A because the word repellency
2 3	(Record read.)  A. So do you want to rephrase the		A. — because the word repellency infers a directed movement of organisms and
2 3 4	(Record read.)	2	A because the word repellency
2 3 4 5	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next	2 3 4	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has
2 3 4	(Record read.)  A. So do you want to rephrase the question?	2 3 4 5	A because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was
2 3 4 5 6	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next question.  (Record read.)	2 3 4 5 6	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has particular relevance to the cockroach study
2 3 4 5 6 7 8	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next question.  (Record read.)  A. First of all, technically it	2 3 4 5 6 7	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has particular relevance to the cockroach study by Ballard and Gold in 1984 where at no point did they concede that these cockroaches were
2 3 4 5 6 7	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next question.  (Record read.)	2 3 4 5 6 7 8	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has particular relevance to the cockroach study by Ballard and Gold in 1984 where at no point
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2 3 4 5 6 7 8 9	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next question.  (Record read.)  A. First of all, technically it doesn't mean they are being repelled, they are being moved because repellency really has	2 3 4 5 6 7 8 9	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has particular relevance to the cockroach study by Ballard and Gold in 1984 where at no point did they concede that these cockroaches were being repelled. They were being — it increased their movement and there is a
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	(Record read.)  A. So do you want to rephrase the question?  MR. OSTOJIC: Read the next question.  (Record read.)  A. First of all, technically it doesn't mean they are being repelled, they are being moved because repellency really has to be directional based on gradient of a stimulus. That being said, having worked with pest problems my entire career and trying to eliminate them in buildings to have a temporary avoidance of an ultrasonic device does not in and of itself means the device is effective. Effective to me means that you eliminate those pests from the building so I think what these authors are conceding here was that yes, in some circumstances rodents can be deterred or moved or impacted by ultrasound, but it's temporary and it is more likely to occur in structures where there is	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	A. — because the word repellency infers a directed movement of organisms and quite honestly I don't believe that was evaluated in these studies and it has particular relevance to the cockroach study by Ballard and Gold in 1984 where at no point did they concede that these cockroaches were being repelled. They were being — it increased their movement and there is a difference between those two.  Q. Do pests adapt to pesticides?  A. Yes, they do. Could you read that back?  (Record read.)  A. Yes.  Q. You have new pesticides  continuously, don't you?  A. Yes, for a variety of reasons, one of which is I think when you say adapt, you may mean becoming resistant or immune to the chemical, correct.  Q. Yes so you believe that pests

1	POTTER	1	POTTER
2	adapt to the ultrasonic sounds, right?	2	least try to lure the pest with food or
3	A. Right.	3	something else to bring the pest to that
4	Q. Isn't that true for all pest	4	sticky part, fair?
5	management devices including insecticides and	5	A. Fair.
6	pesticides?	6	Q. With pesticides as well, if you
7	A. Well, it's not exactly the	7	put pesticide in your drain, that will not
8	same. This adaptation and habituation and	8	drive pests out of your home, will it?
9	avoidance of ultrasonic sounds has been	9	A. No.
10	demonstrated repeatedly over 50 years of	10	Q. The pesticide has to be used
11	working with these devices and it typically	11.	pursuant to the user instructions to be
12	occurs quite quickly in a matter of days or	12	effective if at all, correct?
13	perhaps a week or so. That's not the way	13	A. Correct, but there is a big
14	when you launch a new insecticide, it better	14	difference between the use of a pesticide or
15	not lose its effectiveness in days or weeks	15	a repellant device by a lay person, a
16	or that manufacturer will lose a lot of	16	homeowner, consumer than a professional and
17	money.	17	professionals know how to use these various
18	Q. What's the device called that	18	devices where consumers are typically quite
19	has a sticky pad to it where they try to	19	naive in terms of what's necessary to make
20	force either a rodent or insect to get stuck	20	these devices work or measure the
21	on the pad and essentially die?	21	effectiveness of these devices.
22	A. Like a glue board.	22	Q. In the pest management world,
23	Q. Are those effective?	23	what are some of the devices other than the
24	A. Against rodents?	24	ultrasonic repellers that are non-lethal if
25	Q. Against any pest that they	25	you know?
	197		199
			100
1	POTTER	1	POTTER
1 2	POTTER  claim to be effective against?	<b>1</b> 2	POTTER  A. The pest control industry does
2	claim to be effective against?	2	A. The pest control industry does
<b>2</b> 3	claim to be effective against?  A. They can be. They have	2	A. The pest control industry does not use ultrasonic devices, but as far as
2 3 4	claim to be effective against?  A. They can be. They have limitations. Mature rodents often won't get	2 3 4	A. The pest control industry does not use ultrasonic devices, but as far as other non-lethal devices, they use glue
2 3 4 5	claim to be effective against?  A. They can be. They have limitations. Mature rodents often won't get caught in a glue board, they avoid them.	2 3 4 5	A. The pest control industry does not use ultrasonic devices, but as far as other non-lethal devices, they use glue boards, they use snap traps, they use
2 3 4 5 6	claim to be effective against?  A. They can be. They have limitations. Mature rodents often won't get caught in a glue board, they avoid them. Younger rodents less so. They are good for monitoring from the standpoint of insects so	2 3 4 5 6	A. The pest control industry does not use ultrasonic devices, but as far as other non-lethal devices, they use glue boards, they use snap traps, they use these are lethal to the rodent, but not
2 3 4 5 6 7	claim to be effective against?  A. They can be. They have limitations. Mature rodents often won't get caught in a glue board, they avoid them. Younger rodents less so. They are good for	2 3 4 5 6 7	A. The pest control industry does not use ultrasonic devices, but as far as other non-lethal devices, they use glue boards, they use snap traps, they use — these are lethal to the rodent, but not lethal — they are not pesticides; is that
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Dr. Michael Potter 01/09/2018

1	POTTER	1	ACKNOWLEDGMENT
2	openings to deny entry of pests in the	2	
3	buildings.	3	STATE OF )
4	Q. Really if you use exclusion you	4	:55
5	don't need any other device, wouldn't that be	5	COUNTY OF )
6	fair?	6	,
7	A. In a perfect world, but it's	7	I, DR. MICHAEL POTTER, hereby certify
8	very different to build out all the potential	8	that I have read the transcript of my
9	entry points.	9	testimony taken under oath in my deposition;
10	Q. I take it that's expensive?	10	that the transcript is a true, complete and
11	A. Off the top of my head I cannot	11	correct record of my testimony, and that the
12	think of any device that's non-lethal to the	12	answers on the record as given by me are true
		13	and correct.
13	pest that drives the pest out of the	14	and correct.
14	building.	15	
15	MR. OSTOJIC: I'm going to take		
16	a two minute break and finish up	16	
17	quickly.	17	DR. MICHAEL POTTER
18	(Recess taken.)	18	
19	(Exhibit 5, Document, marked	19	
20	for Identification.)	20	Signed and subscribed to before me,
21	Q. Doctor, let me show you what we	21	this day of , 2018.
22	marked as Exhibit number 5. Take a look at	22	
23	it and tell me if you recognize it?	23	
24	A. I do.	24	
25	Q. What is it?	25	Notary Public, State of
	201		203
1	POTTER	1	CERTIFICATE
2	A. This was a brief summary of the	2	
3	methodology and findings of Dr. Richard	3	STATE OF NEW YORK )
4	Mankin's testing.	4	) ss.:
5	Q. Do you disagree with anything	5	COUNTY OF NEW YORK )
6	in Exhibit number 5 written by Dr. Mankin?	6	,
7	A. No.	7	I, SHARI COHEN, a Notary Public
8	Q. Do you accept Dr. Mankin's	8	within and for the State of New York, do
9	conclusions that he reached?	9	hereby certify:
10	A. Yes.	10	That DR. MICHAEL POTTER, the witness
11	Q. You adopted those conclusions	11	whose deposition is hereinbefore set forth, was
12	in your report?	12	duly sworn by me and that such deposition is a
13	A. That's correct.	13	true record of the testimony given by such
14	MR. OSTOJIC: Okay. I don't	14	witness.
15	have any further questions. Thank	15	I further certify that I am not
16	you, sir.	16	related to any of the parties to this action
17	MR. KOPEL: I have no questions	17	by blood or marriage; and that I am in no way
18	either. Dr. Potter will reserve the	18	interested in the outcome of this matter.
19	right to review the transcript and	19	IN WITNESS WHEREOF, I have hereunto
20	sign and my office will handle	20	set my hand this 17th day of January, 2018.
21	ordering of any copies.	21	,aa ca z. c aaj oi sanaarj, Lotti
22	(Time noted: 3:20 p.m.)	22	
23	Crime Hocear 5.20 p.m.y	23	,
24		24	
25		25	SHARI COHEN
لسنت			
	202	-	204



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